



No Phone Zone Campaign Q&A

Why is Oprah taking on distracted driving? What are Oprah and Harpo Studios doing?

Over the last decade, distracted driving has swelled into a national epidemic. In 2008, 5,870 people were killed and an estimated 515,000 people were injured due to distracted driving, according to the National Highway Traffic Safety Administration (NHTSA). At the core of this crisis is cell phone use by drivers.

Talking or texting while driving has deadly consequences everyday on American roadways. That's why Oprah and Harpo Studios have created No Phone Zone to work to change our cell phone behavior and ultimately prevent more senseless tragedies from happening. Research shows that when drivers turn off their cell phones, they are four times less likely to get into accidents serious enough to cause injury, according to a 2005 study by the Insurance Institute for Highway Safety.

As Oprah says when she talks about the No Phone Zone campaign, "A call or text isn't worth taking a life. We must not allow more mothers and fathers, daughters and sons, sisters and brothers to die before we take action against distracted driving. Let's put a stop to it now by making our cars a No Phone Zone."

Oprah has made it her mission to break America's addiction to talking and texting while driving and bring Americans back to reality before more lives are lost.

Stats to back it up:

- In 2008, 5,870 people were killed and an estimated 515,000 people were injured due to distracted driving, according to the National Highway Traffic Safety Administration (NHTSA). Cell phone use while driving delays a driver's reactions as much as a .08 blood alcohol concentration, according to a University of Utah study.
- Today, an estimated 11 percent of vehicles during daylight hours – one in 10 – have a driver who is using a phone, according to data from NHTSA.
- Research shows that when drivers turn off their cell phones, they are four times less likely to get into accidents serious enough to cause injury, according to a 2005 study by the Insurance Institute for Highway Safety.
- The proportion of drivers reportedly distracted at the time of a fatal crash has increased from 8 percent in 2004 to 11 percent in 2008, according to NHTSA.

What is distracted driving?

According to NHTSA, distracted driving is any non-driving activity in which person engages that has the potential to distract him or her from the primary task of driving and increases the risk of crashing.

There are three main types of distracted driving:

- Visual — taking your eyes off the road
- Manual — taking your hands off the wheel
- Cognitive — taking your mind off what you're doing

Texting while driving involves all three types of distraction.

Cell phone use and texting are two of the most prevalent and most dangerous examples of distracted driving. A recent National Safety Council estimate finds at least 28 percent of motor vehicle crashes in 2008 – 1.6 million accidents – were due to cell phone use and texting.

Is driving and talking on a hands-free device safe and acceptable?

Research shows that there is no significant difference between regular cell phone use and hands-free cell phone use – both are dangerous because of the cognitive distraction the driver experiences, and the other member of the conversation cannot catch what the distracted driver misses. According to a University of Utah study, using a cell phone while driving, whether it's hand-held or hands-free, delays a driver's reactions as much as having a blood alcohol concentration at the illegal limit of .08 percent.

Is texting while driving more dangerous than talking on your cell phone while driving?

All forms of cell phone use are dangerous, but texting while driving is the easiest target. Texting and e-mailing pulls a driver's eyes, hands and mind away from driving. It is this three-fold risk that has led 21 states and the District of Columbia to ban texting for all drivers.

What is No Phone Zone?

No Phone Zone is a nationwide effort to honor victims of distracted driving, and to educate and mobilize the American public to end the deadly driving habits that killed nearly 6,000 in 2008.

To combat our country's distracted driving epidemic, Oprah Winfrey and Harpo Studios are taking a stand against distracted driving, launching a new public service announcement campaign and joining forces with some of the country's preeminent transportation safety organizations in a nationwide effort to turn all cars into a No Phone Zone.

What is the No Phone Zone pledge?

By signing Oprah's No Phone Zone pledge, drivers agree to make their car a No Phone Zone and refrain from using their phone while driving, eliminating distractions from incoming calls, texts or emails. More than 175,000 people to date have signed the No Phone Zone pledge at Oprah.com.

What does the No Phone Zone pledge entail?

By signing the No Phone Zone pledge, drivers agree to make their car a No Phone Zone and refrain from using their phone while driving, eliminating distractions from incoming calls, texts or emails. To date, more than 175,000 people to date have signed Oprah's No Phone Zone pledge at Oprah.com/NoPhoneZone.

If you sign the pledge, you're in good company --No Phone Zone has also attracted the support of many well known celebrities, including Olympic Gold Medalist Shaun White; Oscar® winners Sandra Bullock, Jeff Bridges and Mo'Nique; the cast of TV's *Glee*; comedian Jerry Seinfeld; actress and icon Raquel Welch; country music's Lady Antebellum; entertainer and entrepreneur Tyler Perry; and many more.

By pledging to make your car a No Phone Zone you'll be a safer driver and will be doing your part to help put an end to distracted driving.

Why is the No Phone Zone pledge important?

Police cited distractions as a cause in 11 percent of fatal crashes in 2008. In 2004, it was only 8 percent. These deaths are preventable.

Not wearing seatbelts, not putting kids in the back seat, and driving drunk were all risky and dangerous behavior that resulted in countless injuries and deaths, but America has stepped up to change the current mindset. We can similarly save lives by raising awareness, changing behavior, and instituting tougher enforcement measures when it comes to using a cell phone in the car.

How can you take the No Phone Zone pledge?

You can take the pledge online by visiting Oprah.com/NoPhoneZone or text **NPZ** to **30644**. Never text and drive.

What and when is No Phone Zone Day?

Oprah Winfrey and Harpo Studios in collaboration with many of America's preeminent transportation safety organizations are declaring Friday April 30, 2010, the first ever national No Phone Zone Day. *The Oprah Winfrey Show* will present a special live show devoted to No Phone Zone Day and the topic of distracted driving, and Oprah will launch a new public service announcement campaign. The show will be dedicated to ending distracted driving and honoring its victims. Oprah will also be issuing a national call to action asking everyone to take the No Phone Zone pledge and commit to making their time in the driver's seat cell phone free. No Phone Zone Day is made possible through partnerships with General Motors/Chevrolet, Liberty Mutual and Sprint Nextel.

Where is No Phone Zone Day happening?

In conjunction with *The Oprah Winfrey Show's* live No Phone Zone Day episode taking place in Chicago on Friday, April 30, Harpo Studios is mobilizing communities to take action at No Phone Zone Day viewing rallies to be held in Atlanta, Boston, Detroit, Los Angeles and Washington, D.C. ABC affiliate stations WSB-TV Channel 2 in Atlanta, WCVB-TV Channel 5 in Boston, WXYZ Channel 7 in Detroit, KABC ABC7 in Los Angeles and WJLA ABC7 in Washington, D.C., will support the rallies in their respective markets. The No Phone Zone Day rallies will bring together victims' families, elected officials, advocacy organizations, parents, youth and law enforcement to discuss best practices and steps to limit distracted driving in their own communities. However, we encourage all Americans to take part in No Phone Zone Day and take the pledge to make their cars permanent No Phone Zones.

What is going to happen on No Phone Zone Day?

On April 30, there will be a special live episode of *The Oprah Winfrey Show* devoted to ending distracted driving along with No Phone Zone rallies in Atlanta, Boston, Detroit, Los Angeles and Washington, D.C. The rallies will bring together victims, elected officials, advocacy organizations, parents, youth and law enforcement to discuss best practices and steps to limit distracted driving in their own communities. In addition, a new No Phone Zone public service announcement will be unveiled on the April 30 show.

As a national call to action, all viewers and rally participants will be asked to take the No Phone Zone pledge.

What other organizations and celebrities are involved in supporting No Phone Zone?

A coalition of transportation safety organizations are helping organize and will be participating in No Phone Zone Day activities and viewing rallies across the country, including the Department of Transportation led by U.S. Secretary of Transportation Ray LaHood; the National Highway Traffic Safety Administration (NHTSA); the Governors Highway Safety Association (GHSA); the National Safety Council (NSC); the National Organizations for Youth Safety (NOYS); FocusDriven; SADD (Students Against Destructive Decisions); RADD, the Entertainment Industry's Voice for Road Safety, and more.

Transportation Secretary Ray LaHood has made it his mission at the Department of Transportation to end distracted driving.

No Phone Zone corporate partners include Sprint Nextel, General Motors/Chevrolet and Liberty Mutual. These industry leaders are providing support for the national No Phone Zone Day on April 30 and will be actively involved in promoting No Phone Zone throughout the year.

No Phone Zone has also attracted the support of many well know celebrities including Olympic Gold Medalist Shaun White; Oscar® winners Sandra Bullock, Jeff Bridges and Mo'Nique; the cast of TV's *Glee*; comedian Jerry Seinfeld; actress and icon Raquel Welch; country music's Lady Antebellum; entertainer and entrepreneur Tyler Perry; and many more.

As of April 2010, more than 175,000 people have signed Oprah's No Phone Zone pledge at Oprah.com.

Who is most affected by distracted driving?

According to NHTSA, the worst offenders of distracted driving are men and women under 20 years of age. But while it is important to educate young drivers about the dangers of distracted driving, it is equally important to reach out to the adults who routinely use their cell phones in their cars, like commercial drivers, commuters, business professionals, parents and countless others.

What is the goal after No Phone Zone Day?

National No Phone Zone Day is part of Oprah's broader No Phone Zone initiative, which aims to build comprehensive solutions to the problem through the collective efforts of corporations, advocacy groups, policymakers and drivers of all ages. These initiatives include calling on governors and state legislatures to enact tougher legislation and broader law enforcement. Oprah urges everyone from major corporations to individuals to take action, by enacting employee distracted driving policies or by signing the pledge themselves.

What can at-home viewers and those who attend the viewing rally do on No Phone Zone Day?

All viewers and rally participants will be asked to take the No Phone Zone pledge. By pledging, drivers agree to make their car a No Phone Zone and refrain from using their phone while driving, eliminating distractions from incoming calls, texts or emails. Help spread the word about No Phone Zone! E-mail the No Phone Zone pledge, Tweet it, post it on Facebook and encourage your family and friends to do the same.

How can people get involved?

It's easy. Go to Oprah.com/NoPhoneZone or text **NPZ** to **30644** when you are not driving. Take the No Phone Zone pledge. Become an advocate and encourage your elected officials to support legislation that will cut down on distracted driving. Ask your company to enact or your employees to sign a distracted driving policy. Spread the word to friends and families and others and send them the No Phone Zone online widget.

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What else can people do if they've already taken the pledge?

If you have already taken the pledge, we need your help to save lives by recruiting at least 10 people you know to take the No Phone Zone pledge. We also encourage everyone who takes the pledge to become a No Phone Zone citizen activist and push Congress and your state legislature to enact stronger distracted driving legislation.

Help spread the word about No Phone Zone and pass it on! E-mail the No Phone Zone pledge, tweet it, post it on Facebook and encourage your family and friends to do the same.

How are others getting involved in the fight against distracted driving?

People across the country are pushing for state and national legislation, company cell phone policies, and personal responsibility.

The Governors Highway Safety Association shows that as of April 2010, 21 states, including the District of Columbia, ban text messaging for all drivers. While no state has endorsed a full ban on all types of cell phone use (hand-held and hands-free) for all drivers, 23 states and the District of Columbia ban all cell phone use by novice drivers.

In a 2009 survey of National Safety Council members, 58 percent said their organization had a cell phone policy of some kind. Of those, 99 percent said the policy resulted in no decrease in productivity.

No Phone Zone corporate sponsors Sprint Nextel, General Motors and Liberty Mutual have all adopted corporate policies that ban or limit the use of cell phones by employees while driving. Winfrey urges other major corporations and small business to follow their lead by enacting their own employee distracted driving policies.

Finally, No Phone Zone Day urges everyone to take the No Phone Zone pledge and encourage their friends and family to make their cars a No Phone Zone. Together, we can save lives.